

Intel
Inside®
Program

USAGE GUIDELINES FOR

Intel® Pentium® 4 Processor Microsoft® Windows® XP Co-Marketing Graphic

Effective Date: October 12, 2001 – January 31, 2002

intel®





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the key to success

A Co-Marketing Graphic has been developed to communicate the successful relationship between the Intel® Pentium® 4 processor and Microsoft® Windows® XP brands. This single, easy-to-reproduce graphic unifies the two brands while maintaining their respective brand prominence.


The key to the success of the Intel Pentium 4 processor and Microsoft Windows XP Co-Marketing Graphic is the proper and consistent use of the graphic elements and the brand identities. The Co-Marketing Graphic can be used only for a limited time, as indicated on the cover of this document. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of this joint effort between Intel and Microsoft.



sizing

To maintain the legibility of the Co-Marketing Graphic, minimum size requirements have been set for logo reproduction in various applications. The area surrounding the Co-Marketing Graphic should be even, unpatterned, and free from typography, illustration, or other graphic elements whenever possible.




5/8" or 1.59 cm.

MINIMUM SIZE

The minimum size is based on the Pentium® 4 logo.
Minimum size is 5/8" wide.

backgrounds

Whenever possible, place the Co-Marketing Graphic on a clean, clear, solid background. The background should be white or a solid color that offers good contrast. In the rare instance where the logo is used on a photographic or patterned image, ensure that there is significant contrast between the background and the logo.



Place the Co-Marketing Graphic on a white or a solid background of good contrast.

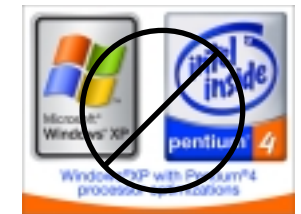
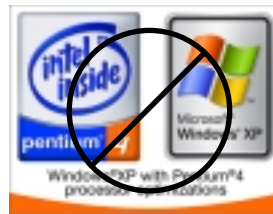
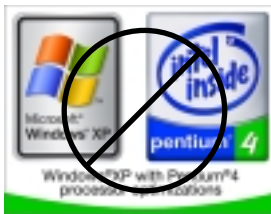


Place the Co-Marketing Graphic on a patterned background of significant contrast.

incorrect usage

The following are examples of incorrect expressions of the Co-Marketing Graphic. Do not use these or other treatments that weaken the consistency of the Intel® Pentium® 4 processor or Microsoft® Windows® XP brand identities.

Do not redraw or modify the Co-Marketing Graphic in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



reproduction specifications

In an effort to continually upgrade the premium impression of our brand, the Co-Marketing Graphic has been created as dimensional art. The Co-Marketing Graphic library is made up of various electronic files for specific use in print applications. In order to successfully reproduce this logo in print, the files have been created in RASTER format, as opposed to vector format, using Adobe Photoshop* 5. Earlier versions of Adobe Photoshop* can be used to open the 4-color files, but it is recommended that you use Adobe Photoshop* 5 whenever possible. **All of these files are exported EPS files and should be used as placed graphics in page layout and illustration software.** Do NOT open a file with Adobe Illustrator* and resave it as an Adobe Illustrator* EPS file. This will result in an unusable file or one that generates incorrect results.

*Other names and brands may be claimed as the property of others.

artwork formats

THE LOGO LIBRARY CONSISTS OF THE FOLLOWING:



Print 4/C:

EPS files (Mac and PC files available)

Colors:

4/C: C,M,Y,K

Available sizes:

5/8" and 7/8" or

1.59 cm and 2.22 cm

(width is based on

the Pentium 4 logo)



Grayscale (halftone):

EPS files (Mac and PC files available)

for one-color applications only

Available sizes:

5/8" and 7/8" or

1.59 cm and 2.22 cm

(width is based on

the Pentium 4 logo)



Print 4/C:

EPS files (Mac and PC files available)

Colors:

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1.59 cm and 2.22 cm

(width is based on

the Pentium 4 logo)

The files are available with the clarifying statement translated into the following languages: Russian, Japanese, Korean, Turkish, Simplified Chinese, German, Portuguese, Italian, French, and Spanish (see page 9).

text reference

When referring to either company's logo in text, ensure that all trademark symbols are intact:

Intel® Pentium® 4 processor

Microsoft® Windows® XP

When using the Intel® Pentium® 4 logo, the following trademark acknowledgement must be used:

Intel, Pentium, and Intel Inside are registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

The Microsoft Licensed Logos shall be attributed to Microsoft Corporation in all materials where they are used with the following attribution clause:

Microsoft, Windows, and the Windows Logo are trademarks or registered trademarks of Microsoft Corporation in the United States and/or other countries.

FOR FURTHER INFORMATION ABOUT THIS CAMPAIGN, VISIT OUR WEB SITE:

thank you

Proper and consistent use of the Intel® Pentium® 4 processor and Microsoft® Windows® XP Co-Marketing Graphic by everyone involved in the development of advertising is essential to our brand's success. Thank you for your contribution to this effort.

If you need further information, please visit the Intel Inside® Program Web site or contact your local Program office.

Intel Inside® Program Web Site:

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